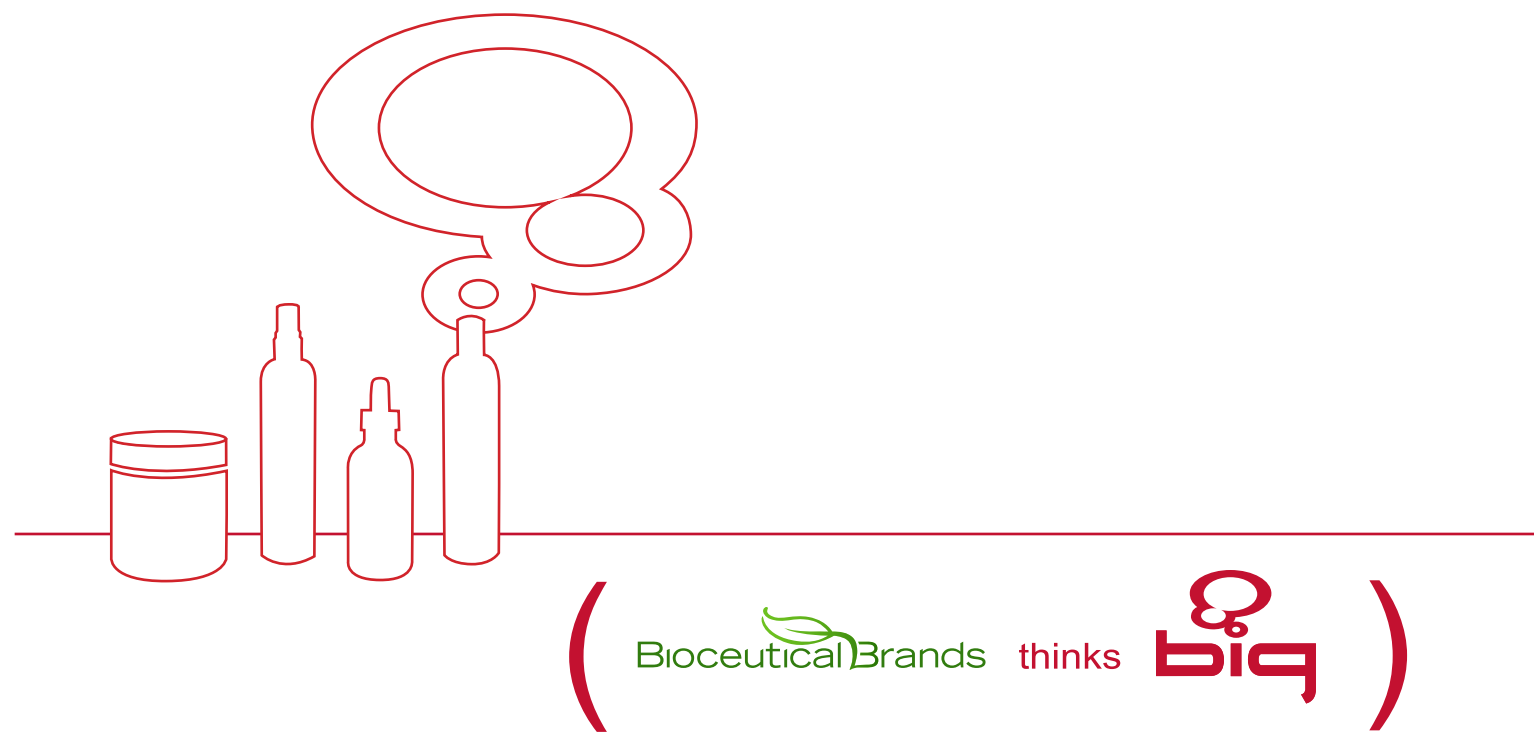


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## Putting a Fresh Face on a New Skincare Brand

Recently, entrepreneur Lesley Sears came to Big with a two-fold challenge: to brand, position and launch Bioceutical Brands and to do the same for Bioceutical's inaugural product, the 4ME Adaptable Potency™ Skincare System.

Bioceutical Brands is a privately owned developer of the most effective, ground breaking personal care products and brand systems—while 4ME is an amazing system that empowers users to “adapt,”

or personalize, their skincare regime in seconds, according to their age, lifestyle, skin type and skin concerns. Nothing like it exists on the market. So how did Big build these brands from the ground up and then launch 4ME on a national scale?

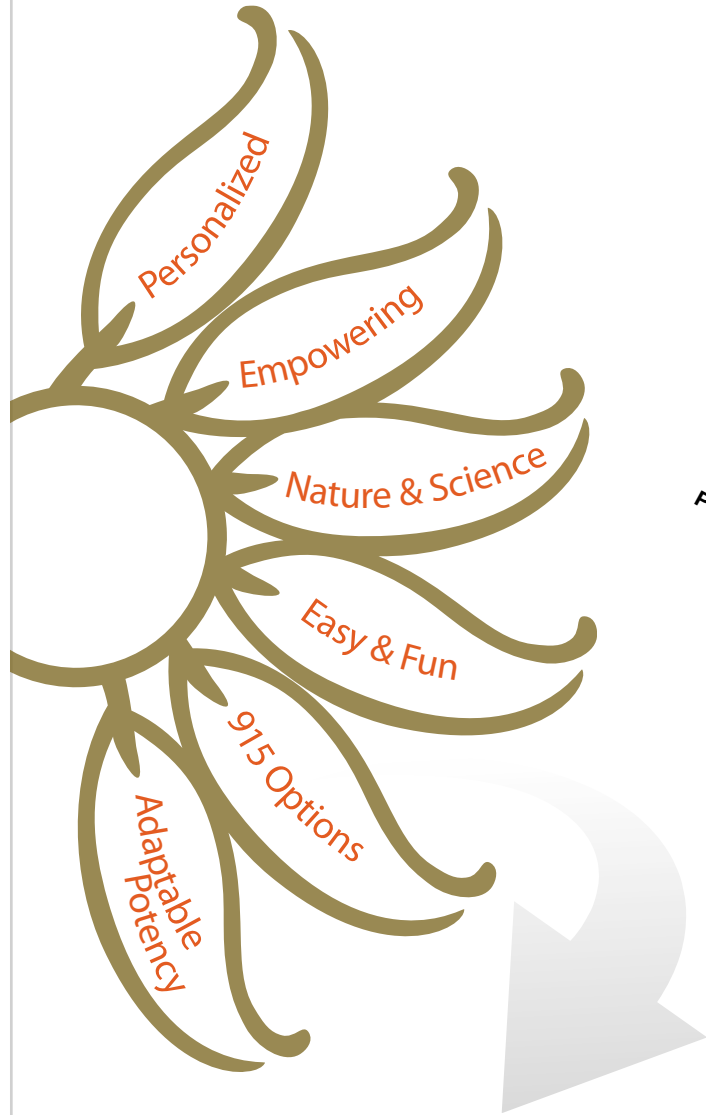
Find out inside.

1

### Learn

**Big spent weeks** learning how the 4ME Adaptable Potency™ Skincare System worked, how it differed from the competition and where it fit in the marketplace.

Then, we crafted the identity and core positioning for both Bioceutical Brands and 4ME, including; logos, key messages & talking points.



Bioceutical Brands

4ME] skincare

2

### Create

**After the foundation was laid**, the Big team dug in, developing a ton of sales and marketing materials in a matter of months. From PR and packaging to video and Web, these projects included:

Product Package

Point-of-Sale Display

Product Brochure

Skincare Analysis Brochure

Direct Mailer

Bioceutical Brands Web Site

4ME Product Web Site & Online Skincare Analysis

Online Blending Demo Video

Retail Poster

Product Labels

3

### Launch

**4ME's lean start-up budget allowed** for only a media relations plan—but an aggressive one. Big began with a national wire distribution followed by a more targeted distribution to consumer press. And in the months following, Big has been reaching out to national beauty bloggers; health, beauty and fitness editors; and network morning shows and talk shows. We've even conducted deskside briefings in New York City.

We continue to spread the 4ME story to the press and media, while Lesley Sears, founder, and Jeff Desing, president, work to place the product in upscale spas and salons in key markets.

“Big has been an unbelievable partner in this process, blowing me away at every turn with their creativity and capability,” said Lesley Sears, founder. “From the beginning, their creative insight and strategic planning have made a process that can sometimes be overwhelming and scary, fun and exciting. They looked at not only the aesthetic side of marketing but also how customers would perceive an idea. I don't know what I would have done without them!”

Press Releases & Reporter Notecard